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LEANBH Project

**Learning to Evaluate Blood
Pressure at Home**



SEMINAR 4: Disruption/Research and Innovation

Four steps towards ‘selling’ the value of any innovation initiative

Tech Connect Live

25th May 2016
RDS, Dublin

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Presentation

Goal: To challenge participants to think not just in terms of how they innovate but how they communicate the *impact* that they seek to make through innovation...

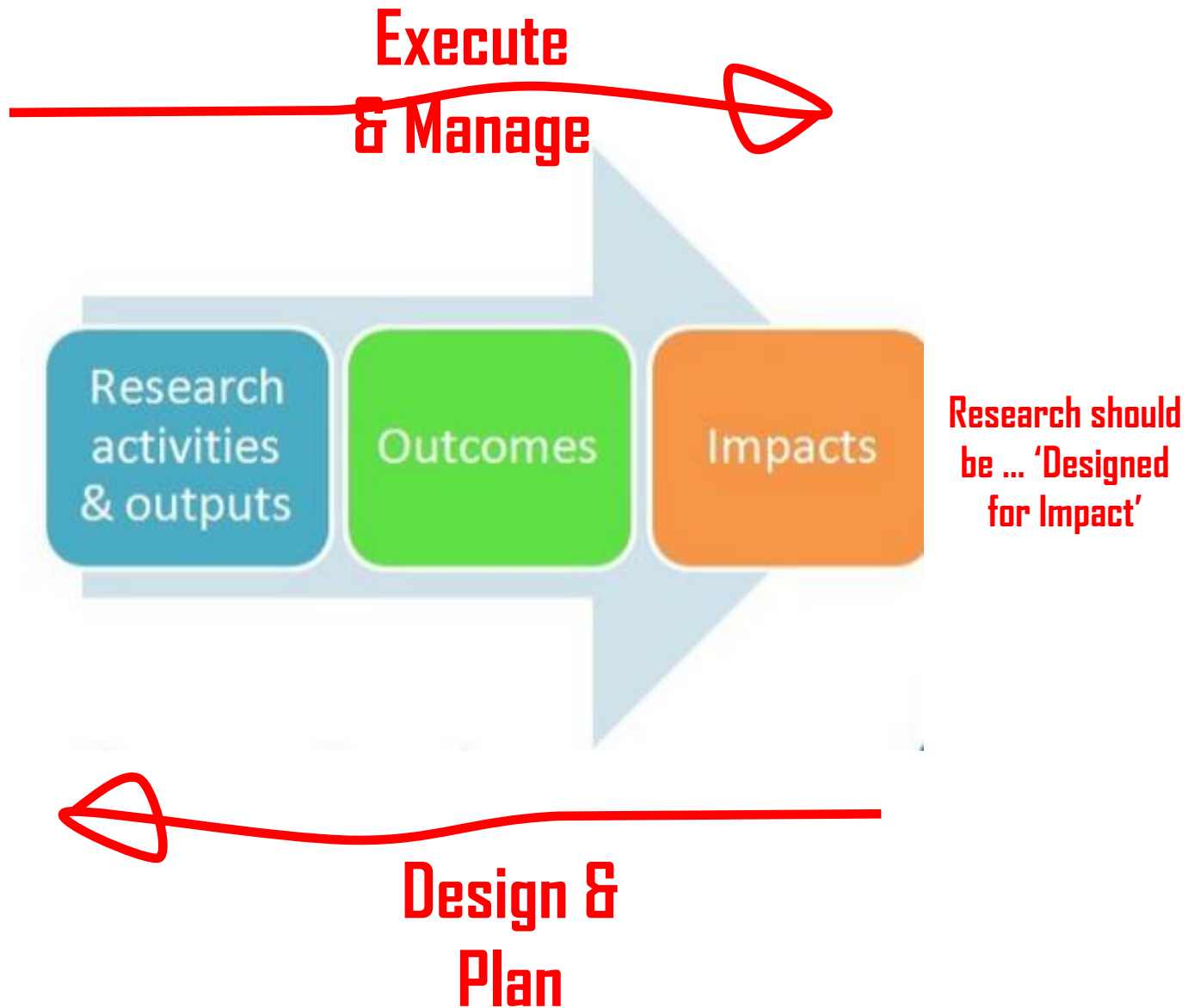
Content:

- Innovation for Impact
- Designing for Impact
 - Step 1 - The ‘*Why*’ Question
 - Step 2 - The ‘*What*’ Question
 - Step 3 - The ‘*Wow*’ Question
 - Step 4 - The ‘*How*’ Question



Stretching our innovation thinking ...

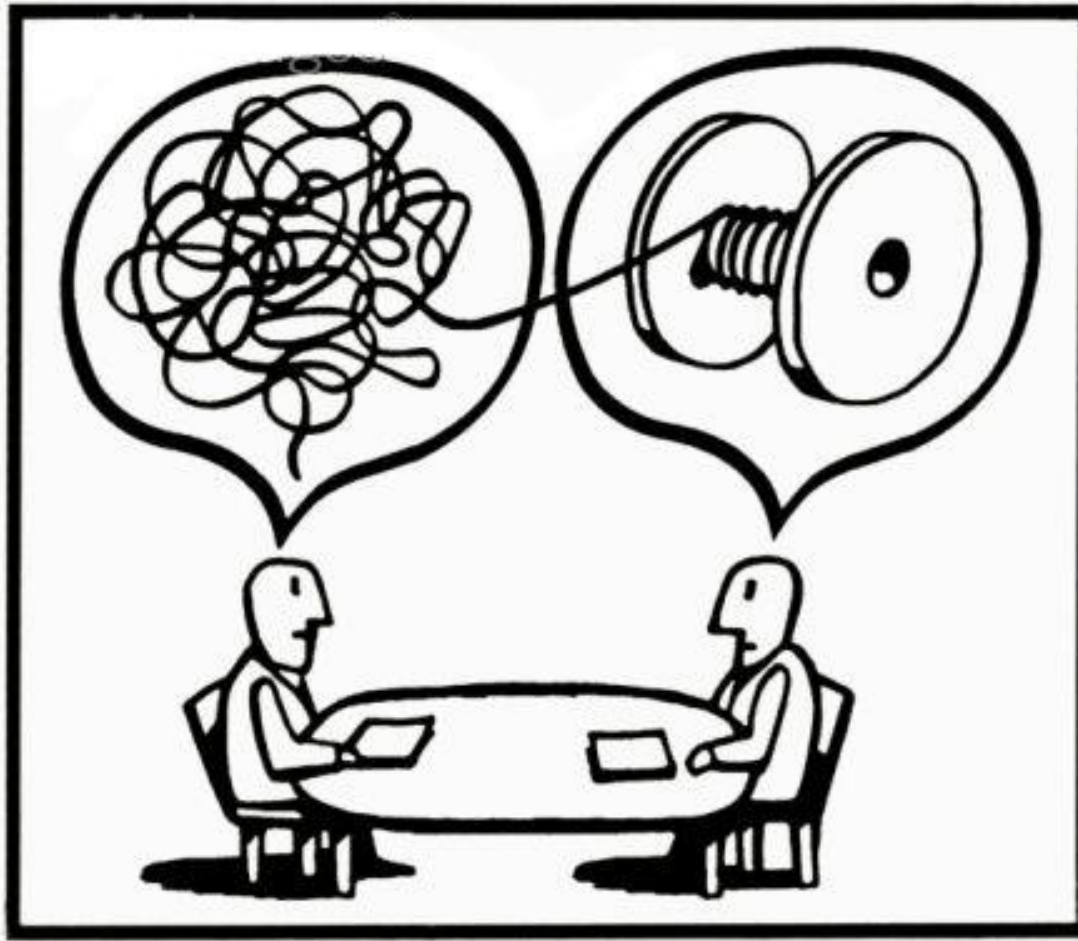
The Research Value Chain ...



Designing for Innovation Impact

Design Workshop

Telling Your Story ...



Starting with the 'Why?'

Research Game: Design the Cover Story

Object? The object of the game is to suspend disbelief and to envision a future state that is so stellar that it landed your research on the cover of a well-known media outlet. The players pretend as though this future has already taken place and has been reported by the mainstream media.

Why? It is a game about imagination, whose purpose is to think expansively around an ideal future state for the organization; it's an exercise in visioning the future impact of an opportunity. This game is worth playing because it not only encourages people to "think big," but also actually plants the seeds for a future that perhaps wasn't possible before the game was played.



Source: <http://content.time.com/time/covers/0,1664,1,2013090,00.html>

So What?

Consider the 'So What' ****before**** you commence your innovation journey!

STEP 1

Research Game: Design the Press Release



Date/Timing
Release Date

Title
Location

Paragraph 1/Intro

5 W's: Who, What, Where, Why, When

About/Bio

Contact Details



So What?

Source: <http://buildawebsitetonight.com/press-release-template.html>

Amazon and Press Releases

Amazon's Approach

Create a press release outlining the value of the product to its potential customers **before** the product is built

Press Release

They outline what problem they are solving, the existing solution and their solution that will hopefully persuade potential customers to buy the hypothetical product.

Press Release

Is not Geeky or technical but simple and straightforward. If Amazon employees find it difficult to explain then it **doesn't get built!**

Tips for Creating Press Releases

Attention Grabbing Headline

Intrigue the reader into reading the next line

Who is it for and what problem does your product solve

Also you can add the 5 why's - Who, What, When, Where, Why

What is your amazing solution to the problem?

Add your new idea of a product & also add the key solution features and why its different than the competing product. Make sure your product is desirable by creating a case study

A quote from you and a hypothetical customer

What benefit did the customer get from this?
Did it save them time, money, make them more popular, etc?

Have a call to action

What should the reader do next?

I suggest 4 to 5 sentences for most of the paragraphs

If you need more info then I suggest creating a FAQ(frequently asked questions)

Innovation Game: Design the Press Release



Date/Timing
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PRESS RELEASE

6th January, 2009
FOR IMMEDIATE RELEASE
33 TOP WEBSITE TIPS
Sydney, Australia

ORBITAL's follow-up to their new website and short single 'CHIME' is released on PAPER records by 10th September.

Their name derives as much from the fact that they live on (well, not actually 'on') the NET as from the orbital new wave.

Members Phil and Paul Harwood are ORBITAL and have been experimenting on their 4-track tape machines at home for only about 12 months. No experiments were made to their first single 'CHIME' which really just shows steady progress in what as it was simply a case of the time taken involved plus the cost of the tape itself.

After the success of 'CHIME' the boys were able to buy better equipment, including their follow-up 'ORION' is of a higher technical quality, but the single was still made in their living room and then mastered at Sun Theatre Studios in London.

Unlike many other bands ORBITAL are quite active on the live scene, enjoying playing live so much that they often lose money through playing venues that are off the beaten track.

Phil and Paul are obsessive in fitting live a bit between a professional band and a DJ - it isn't particularly interesting to watch but because they play their music so positive and happy (rather than using words with a lot of emotion) it requires a real amount of room atmosphere with song structure, timing techniques and sound manipulation.

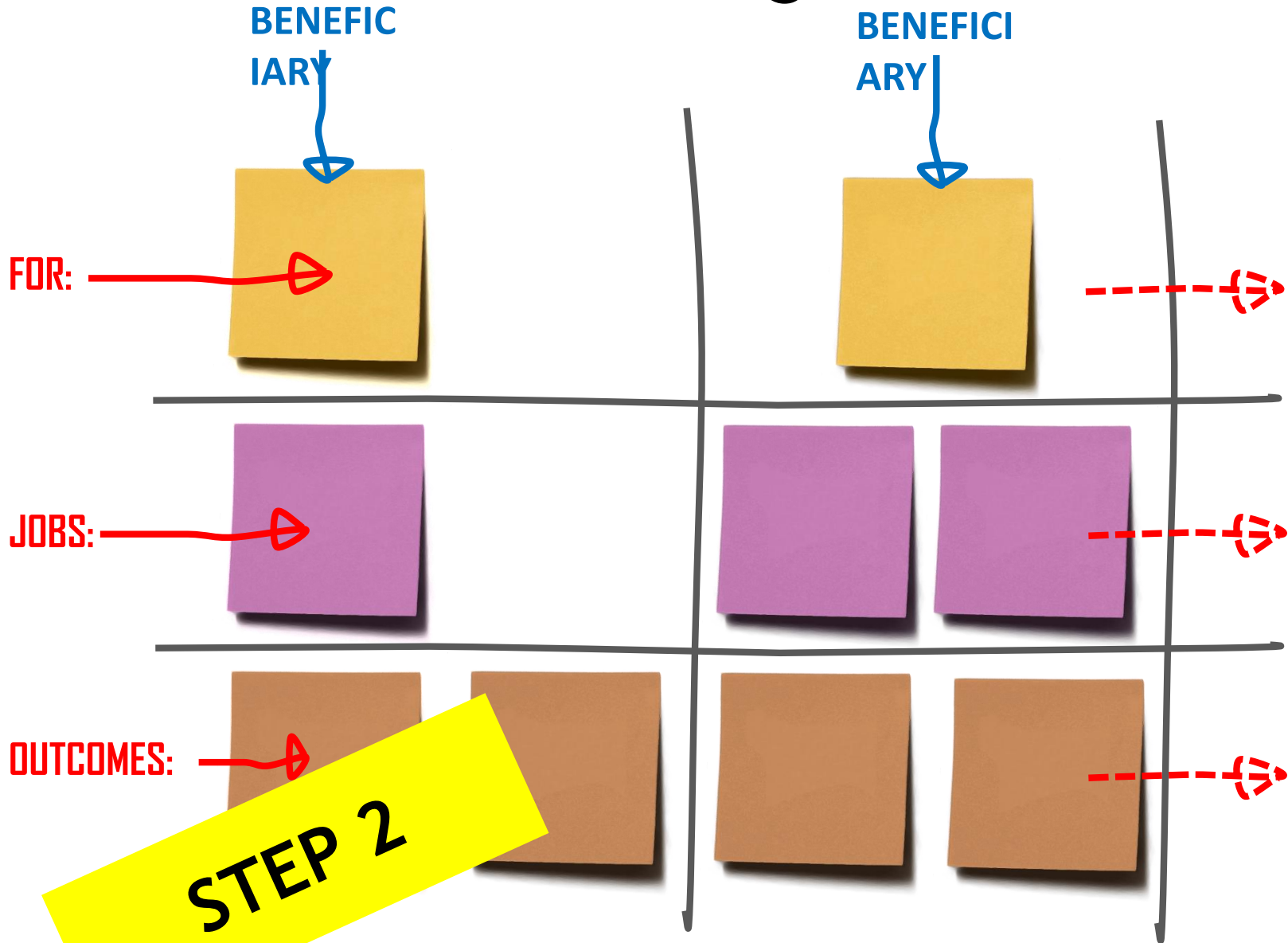
"We would prefer to be in the background playing their unknown from the DJ (unannounced as people just love our music rather than expect an something else)" explained Phil, who with his brother Paul is currently experimenting with other visual mediums such as film and light that are complementary to their music.

ORBITAL are keeping a low profile just now so as to give their time to work on the band and on their forthcoming debut album.

ORBITAL - Aural & Visual experiments



Translating to the 'What?'



Example - Microbiota Research

FOR

Consumers

Food
Safety
Authorities

Industry

Economy

Society

JOBS

Manage
Family
Health

Advise on
Healthy
Eating

for
safety

New/Improved
Processes

Future
Economic
Value

Share
Knowledge

Promote
Healthier
Population

Promote
Animal
Welfare

Time
healthy
products

Control
Diet-
related
Diseases

New/Improved
Products

Promote
Healthier
Workforce

Build
Environment
Awareness

OUTCOMES

Increase
Family
Wellbeing

Reduce
Diet-related
Diseases

Increase
shelf life

Increase
Sales

Modernise
Economy

Increase
Networking

Reduce
Chronic
Disease

Reduce
waste

Reduce
Food Safety
Cases

Reduce
Wastage

Increase
Employment

Health
Sa

Reduce out
of work
days

Improve
Animal
Welfare

Benefits of pro-
biotic products
...

10,000 reduction in food
safety cases and saving the
economy 15m euro pa ...

Adding shelf life to
chilled products
contributes 24m
euro pa ...


Each 1 euro in research
delivers 8 euro in ROI to the
economy ...

Save the national health system 5m
euro. Save 4m euro in *lost work days*
from bowel disease alone ...

Designing for Impact

Identifying ‘The Wow?’

Research Game: Creating a Research Value Proposition

 20 min.

My research provides:

To:

In order to:


That is different in that:

Outputs

Stakeholder(s)

Purpose of outputs

Differentiators



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Wow?

Research Purpose

The title of my research is:

My research addresses the question of:

Research Title

Research Question

RXF Worksheet

Impact

If successful the impact of the research will be to:

Even if unsuccessful the impact of the research will still be to:

The limitations of my research are:

Impact factors

Future Directions

RXF Worksheet

Lessons Learnt

What I learnt most from my research was:

What others can learnt most from my research is:

Personal Lessons

External Lessons

RXF Worksheet

STEP 3

Innovation Game: Extracting the Value Proposition



My innovation provides:

Outputs

To:

Stakeholder(s)

In order to:

Purpose of outputs

That is different in that:

Differentiators



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Finally moving to ‘The How?’

Resources		Research Impact Pathway		Results
Inputs	Activities	Outputs	Outcomes	Benefits
<ul style="list-style-type: none"> Research income Staff Background IP Infrastructure Collections 	<ul style="list-style-type: none"> Research Work and Training Workshop/Conference Organising Facility Use Membership of Learned Societies and Academies Community and Stakeholder Engagement 	<ul style="list-style-type: none"> Publications including E- Publications Additions to National Collections New IP: Patents and Inventions Policy Briefings Media 	<ul style="list-style-type: none"> Commercial Products, Licences and Revenue New Companies – Spin offs, Start Ups or Joint Ventures Job Creation Implementation of Programs and Policy Citations Integration into Policy 	<ul style="list-style-type: none"> Economic, Health, Social, Cultural, Environmental, National Security, Quality of Life, Public Policy or Services Higher Quality Workforce Job Creation Risk Reduction in Decision Making

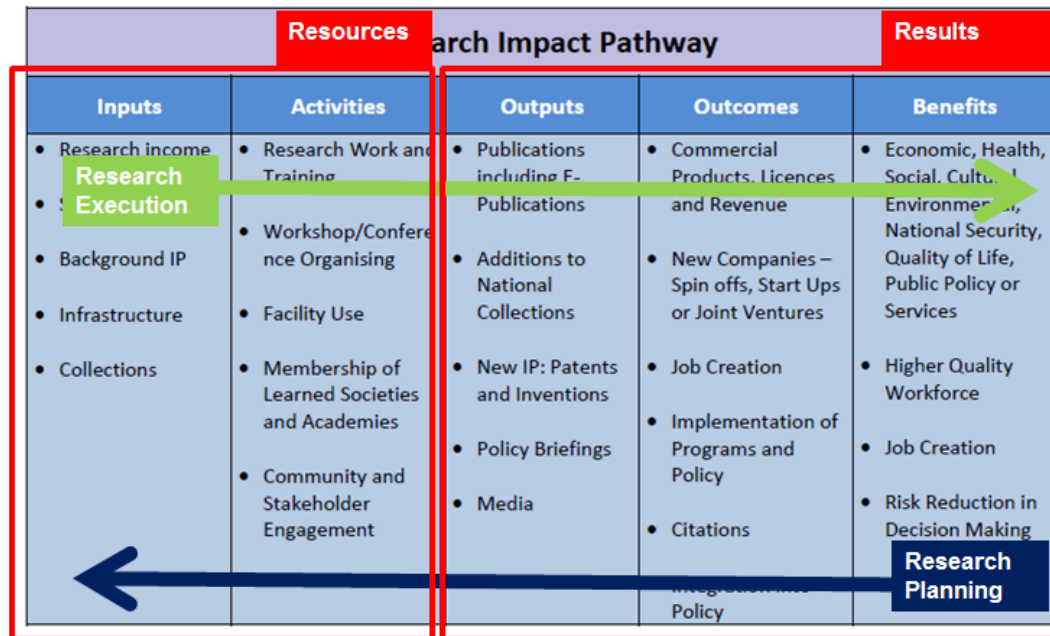
Research Execution

STEP 4

Research Planning

Designing for Impact

Innovation Game: Plan your Pathway to Value ...



Prompt:
Start at the right
(with the
benefits) and
work left ...



“Plans are worthless, but
planning is everything.”

- A great many people
(incl. Dwight D. Eisenhower)



Source: <http://funnyshit.com.au/img/not-my-job-redux.jpg>

Many Thanks



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*Doing things right versus
doing the right things?*

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